

SYSTEM AND METHOD FOR PUSHING INTERNET CONTENT ONTO INTERACTIVE TELEVISION

ABSTRACT OF THE DISCLOSURE

A method for pushing Internet content onto interactive television includes prompting a consumer for input regarding topics of interest. The input is received by an interactive television and then transmitted to an interactive television system server. Accordingly, when data and/or content of interest becomes available it can be downloaded to the interactive television before a consumer request for the data and/or content is received.